

STATEMENT OF J. STROM THURMOND, GOVERNOR OF SOUTH CAROLINA,
ON THE EIGHTEENTH ANNIVERSARY OF RADIO STATION WCSC AND
WCSC-FM, CHARLESTON, SOUTH CAROLINA, FRIDAY, MAY 14, 1948,
6:45 P. M.

As Governor of South Carolina, I am delighted to have this opportunity to congratulate Radio Station WCSC, and its listeners throughout South Carolina, as it celebrates its eighteenth anniversary. I was particularly glad to learn that WCSC-FM began broadcasting on April 28, just a few days in advance of the eighteenth anniversary of WCSC.

The thousands of families in the WCSC audience have grown accustomed to receiving from this truly fine radio station excellent programs, in the public interest, produced by talented artists, and reproduced with superb technical skill. In its eighteen years, WCSC by its public spirit and service, has earned a high place in South Carolina. The advent of WCSC-FM, the first thousand-watt, full-power installation of its kind in Coastal Carolina, will surely increase the service of this Radio Station to the people.

Although the number of listeners with FM receiving sets is still comparatively small, I feel sure that more and more South Carolinians will take advantage of the benefits of this type of broadcasting. Already relatively inexpensive attachments are being manufactured which make it possible for the ordinary type receivers to pick up frequency modulation broadcasts.

Frequency modulation is simply a technical term which stands for a brand new, superior method of radio transmission. I am informed that it presents a better, clearer reception, and even at a considerable distance from the point of transmission, it sends a signal which is strong and free from static. The

listener who is able to take full advantage of the tremendous range of FM broadcasting enjoys a faithfulness of tone quality which has been the aim of broadcasters since radio began. It is an experience to listen to an FM broadcast.

The experimental phase of frequency modulation ended in complete success long ago. FM has been thoroughly proved, and FM sets are now in mass production.

The public can expect the best from FM, and the public can be assured of hearing broadcasts serving the public interest over WCSC-FM. The outstanding history of WCSC, and the public causes for which it has worked during the past seventeen years, assure you that you will hear frequency modulation at its finest. From the time it was established, with a power of 500 watts in daytime, WCSC has been noted for its spirit of progressiveness. Now that it has a power of 5000 watts day and night on its AM broadcasts and 10,000 watts on its frequency modulation broadcasts, its potential for public service has been vastly increased.

I think it is quite important that WCSC maintain the high quality of presentations that it has achieved through the years. So many thousands of our people depend upon radio for the important things in life—for the latest news from home and abroad, for entertainment, for music, and for background analysis and commentary on matters of great public interest. American radio has developed into one of the principle supports of Democracy. It works on the belief that a fully informed people can always be expected to do the right thing.

In this regard, WCSC has fully maintained its public trust.

I have long advocated a broadening of the functions of radio so that the education of our people may be improved in quality. I commend Radio Station WCSC and WCSC-FM for the part it has played in raising the information level of the hundreds of thousands of people who live within the range of their services. Once again I congratulate this Station and its listeners. They are engaged in a joint enterprise to improve our way of life. I know that both will benefit and prosper through the progressive services offered by WCSC and WCSC-FM.